



MyZuzah Moments - September 27, 2024

The **MyZuzah/YourZuzah** campaign kicked off this week, with [Patricia Heaton announcing our launch on Fox & Friends](#) early Monday morning. She gave MyZuzah a big shout-out, and since the [social media post](#) went live we've been flooded with donations, purchases, and inquiries. Our team is adjusting our social media strategy to capture the momentum, which has manifested in the following ways:

- **2.4 million views** on [Twitter](#)
- **399,378 views** on [Instagram](#) (with more than **21,000** comments and likes!)
- **11,574 views** on Facebook

On our own MyZuzah social media, we've seen a **2,336% increase** in our social media activity! With [our own content](#) streaming out about the #MyZuzahYourZuzah initiative, our reach and impact will continue to expand.



Partner Updates:

The MyZuzah team made a big impression at last week's **Israeli American Council** conference, held in downtown DC. Our 6-foot tall mezuzah case ended up blanketed in messages of support and love for Israelis and the Jewish people, emphasizing the demand to bring the hostages home. We had both tearful and uplifting conversations with Israelis and allies alike, and the mezuzah case is now on its way to **Kikar haHatufim, Hostages Square, in Tel Aviv**, to show everyone there that just as the mezuzah is our common tradition, so is our desire to bring the captives home.



Jabad Argentina, based in **Buenos Aires**, is almost finished placing their **500th mezuzah** since supercharging their campaign in the last month. We are waiting for a resupply from Israel to send them **another 500 mezuzahs!**



*Gracias por darme esta posibilidad de tener la Mezuzah protegiendo mi hogar. Laura Buleczka, **Buenos Aires, Argentina***

*Muchas gracias a los que hacen posible esta campaña y ayudan a que cada vez seamos mas los que podamos acceder a una Mezuzah. Denis Vinocur, **Buenos Aires, Argentina***

Recipient Pictures and Stories:



*We love our mezuzah. Thank you!! Bless our house! Thank you again! Will Herzfeld, **Fleetwood, NY***

I grew up orthodox and then later stopped being religious, and my husband is an Israeli who is starting to become a Baal teshuva. We have been working hard to start incorporating more Jewish values into our daily lives. We are Bezrat hashem starting a family soon and instilling Jewish values into our children's lives and childhood



*is a big thing for us. Having a home who is protected by Hashem is an important thing. We are right now more traditional but still want our kids to be proud of who they are and their background. Setting up a mezuzah and having the protection of Gd is a BIG step for us and our future family in the right direction. Joey Regan, **Eatontown, NJ***